

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .PESTKA FOR CONGRESS

Product PESTKA FOR CONGRESS

Estimate# 2373

Buyer Nathaniel Kronisch

Phone#

Fax#

Agency () BUYING TIME

650 MASSACHUSETTS AVE,N.W., SUITE 210

WASHINGTON, DC 20001

Agency C/P1/P2/E 363/365/2373

Flight Dates 10/03/2012 - 10/10/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
	2	TH	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/04-10/04	1	1	1	\$150.00	
	3	F	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/05-10/05	1	1	1	\$150.00	
	4	M	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/08-10/08	1	1	1	\$150.00	
	5	TU	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/09-10/09	1	1	1	\$150.00	
	6	W	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/10-10/10	1	1	1	\$150.00	
	7	W	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
	8	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/04-10/04	2	1	2	\$800.00	
				Buyline Comment: NEWS 1X ADDED								
	9	F	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/05-10/05	1	1	1	\$400.00	
	10	M	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/08-10/08	1	1	1	\$400.00	
	11	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/09-10/09	1	1	1	\$400.00	
	12	W	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/10-10/10	1	1	1	\$400.00	

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Buyer Nathaniel Kronisch					Flight Dates 10/03/2012 - 10/10/2012			Salesperson Phone# 215-567-6005				
Phone#					Hiatus Weeks			Salesperson FAX# 215-525-9757				
Fax#												
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	13	W	7A-9A	TODAY SHOW	:30	\$650.00	10/03-10/03	2	1	2	\$1,300.00	
			Buyline Comment: TODAY SHOW 1X ADDED									
	14	TH	7A-9A	TODAY SHOW	:30	\$650.00	10/04-10/04	2	1	2	\$1,300.00	
	15	F	7A-9A	TODAY SHOW	:30	\$650.00	10/05-10/05	3	1	3	\$1,950.00	
			Buyline Comment: TODAY SHOW 1X ADDED									
	16	M	7A-9A	TODAY SHOW	:30	\$650.00	10/08-10/08	1	1	1	\$650.00	
			Buyline Comment: TODAY SHOW 1X CANX									
	17	TU	7A-9A	TODAY SHOW	:30	\$650.00	10/09-10/09	2	1	2	\$1,300.00	
	18	W	7A-9A	TODAY SHOW	:30	\$650.00	10/10-10/10	1	1	1	\$650.00	
			Buyline Comment: TODAY SHOW 1X CANX									
	19	W	9A-10A	TODAY SHOW 2	:30	\$300.00	10/03-10/03	1	1	1	\$300.00	
	20	TH	9A-10A	TODAY SHOW 2	:30	\$300.00	10/04-10/04	1	1	1	\$300.00	
	21	F	9A-10A	TODAY SHOW 2	:30	\$300.00	10/05-10/05	1	1	1	\$300.00	
	22	M	9A-10A	TODAY SHOW 2	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	23	TU	9A-10A	TODAY SHOW 2	:30	\$300.00	10/09-10/09	1	1	1	\$300.00	
	24	W	9A-10A	TODAY SHOW 2	:30	\$300.00	10/10-10/10	1	1	1	\$300.00	
	25	W	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/03-10/03	1	1	1	\$225.00	
	26	TH	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/04-10/04	1	1	1	\$225.00	

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Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

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	27	F	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/05-10/05	1	1	1	\$225.00	
	28	M	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/08-10/08	1	1	1	\$225.00	
	29	TU	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/09-10/09	1	1	1	\$225.00	
	30	W	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/10-10/10	1	1	1	\$225.00	
	31	W	5P-530P	NEWS AT 5P	:30	\$675.00	10/03-10/03	2	1	2	\$1,350.00	
			Buyline Comment: NEWS 1X ADDED									
	32	TH	5P-530P	NEWS AT 5P	:30	\$675.00	10/04-10/04	1	1	1	\$675.00	
	33	F	5P-530P	NEWS AT 5P	:30	\$675.00	10/05-10/05	1	1	1	\$675.00	
	34	M	5P-530P	NEWS AT 5P	:30	\$675.00	10/08-10/08	1	1	1	\$675.00	
	35	TU	5P-530P	NEWS AT 5P	:30	\$675.00	10/09-10/09	1	1	1	\$675.00	
	36	W	5P-530P	NEWS AT 5P	:30	\$675.00	10/10-10/10	1	1	1	\$675.00	
	37	W	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/03-10/03	0	0	0	\$0.00	
	38	TH	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/04-10/04	2	1	2	\$1,350.00	
			Buyline Comment: NEWS 1X ADDED									
	39	F	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/05-10/05	1	1	1	\$675.00	
	40	M	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/08-10/08	1	1	1	\$675.00	
	41	TU	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/09-10/09	1	1	1	\$675.00	

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	42	W	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/10-10/10	1	1	1	\$675.00	
	43	W	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/03-10/03	1	1	1	\$1,125.00	
	44	TH	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/04-10/04	2	1	2	\$2,250.00	
			Buyline Comment: NEWS 1X ADDED									
	45	F	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/05-10/05	1	1	1	\$1,125.00	
	46	M	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/08-10/08	1	1	1	\$1,125.00	
	47	TU	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/09-10/09	1	1	1	\$1,125.00	
	48	W	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/10-10/10	0	0	0	\$0.00	
			Buyline Comment: NEWS 1X CANX									
	49	W	630P-7P	NBC NIGHTLY NEWS	:30	\$2,000.00	10/03-10/03	1	1	1	\$2,000.00	
	50	W	11P-1135P	NEWS AT 11P	:30	\$900.00	10/03-10/03	1	1	1	\$900.00	
	51	TH	11P-1135P	NEWS AT 11P	:30	\$900.00	10/04-10/04	1	1	1	\$900.00	
	52	M	11P-1135P	NEWS AT 11P	:30	\$900.00	10/08-10/08	1	1	1	\$900.00	
	53	TU	11P-1135P	NEWS AT 11P	:30	\$900.00	10/09-10/09	1	1	1	\$900.00	
	54	SA	6A-7A	NEWS SATURDAY	:30	\$150.00	10/06-10/06	1	1	1	\$150.00	
	55	SA	8A-10A	TODAY SHOW	:30	\$375.00	10/06-10/06	1	1	1	\$375.00	
	56	SA	11P-1130P	NEWS 8 AT 11	:30	\$900.00	10/06-10/06	1	1	1	\$900.00	

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	57	SU	7A-8A	NEWS 8 DAYBREAK	:30	\$250.00	10/07-10/07	1	1	1	\$250.00	
	58	SU	8A-9A	SUNDAY TODAY	:30	\$600.00	10/07-10/07	1	1	1	\$600.00	
	59	SU	9A-10A	MEET THE PRESS	:30	\$1,000.00	10/07-10/07	1	1	1	\$1,000.00	
	60	SU	1130P-12A	NEWS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	61	W	7P-730P	INSIDE EDITION	:30	\$450.00	10/03-10/03	1	1	1	\$450.00	
	62	TH	7P-730P	INSIDE EDITION	:30	\$450.00	10/04-10/04	1	1	1	\$450.00	
	63	F	7P-730P	INSIDE EDITION	:30	\$450.00	10/05-10/05	1	1	1	\$450.00	
	64	M	7P-730P	INSIDE EDITION	:30	\$450.00	10/08-10/08	1	1	1	\$450.00	
	65	TU	7P-730P	INSIDE EDITION	:30	\$450.00	10/09-10/09	1	1	1	\$450.00	
	66	W	7P-730P	INSIDE EDITION	:30	\$450.00	10/10-10/10	1	1	1	\$450.00	
	67	TH	10P-11P	ROCK CENTER	:30	\$750.00	10/04-10/04	1	1	1	\$750.00	
	68	SU	6P-7P	NEWS 8 AT 6	:30	\$750.00	10/07-10/07	1	1	1	\$750.00	
	69	SU	7P-8P	FOOTBALL NIGHT IN AMERICA	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	70	W	10A-11A	TODAY SHOW 3	:30	\$200.00	10/03-10/03	1	1	1	\$200.00	
	71	TH	10A-11A	TODAY SHOW 3	:30	\$200.00	10/04-10/04	1	1	1	\$200.00	
	72	F	10A-11A	TODAY SHOW 3	:30	\$200.00	10/05-10/05	1	1	1	\$200.00	

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	73	M	10A-11A	TODAY SHOW 3	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	74	TU	10A-11A	TODAY SHOW 3	:30	\$200.00	10/09-10/09	1	1	1	\$200.00	
	75	W	10A-11A	TODAY SHOW 3	:30	\$200.00	10/10-10/10	1	1	1	\$200.00	
	76	W	3P-4P	DR OZ	:30	\$125.00	10/03-10/03	1	1	1	\$125.00	
	77	TH	3P-4P	DR OZ	:30	\$125.00	10/04-10/04	1	1	1	\$125.00	
	78	F	3P-4P	DR OZ	:30	\$125.00	10/05-10/05	1	1	1	\$125.00	
	79	TU	3P-4P	DR OZ	:30	\$125.00	10/09-10/09	1	1	1	\$125.00	
	80	W	3P-4P	DR OZ	:30	\$125.00	10/10-10/10	1	1	1	\$125.00	
	81	W	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
	82	TH	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/04-10/04	1	1	1	\$400.00	
	83	F	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/05-10/05	1	1	1	\$400.00	
	84	M	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/08-10/08	1	1	1	\$400.00	
	85	TU	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/09-10/09	1	1	1	\$400.00	
	86	W	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/10-10/10	1	1	1	\$400.00	
	87	W	9P-10P	LAW AND ORDER	:30	\$875.00	10/10-10/10	1	1	1	\$875.00	
	88	SA	7A-8A	NEWS SATURDAY AM	:30	\$275.00	10/06-10/06	1	1	1	\$275.00	
	89	SA	6P-630P	NEWS 8 AT 6	:30	\$400.00	10/06-10/06	1	1	1	\$400.00	

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	90	SU	6A-7A	NEWS 8 DAYBREAK	:30	\$125.00	10/07-10/07	1	1	1	\$125.00	
	91	F	11P-1135P		:30	\$900.00	10/05-10/05	1	1	1	\$900.00	
			Buyline Comment: NEWS @11P ADD TO SCHED									
	92	TH	7A-9A	TODAY SHOW	:30	\$650.00	10/04-10/04	1	1	1	\$650.00	
			Buyline Comment: TODAY SHOW									
	93	M-TU	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/08-10/09	1	1	1	\$675.00	

---REPORT TOTALS---

Report Totals: 100 / \$51,725.00

---SALES MONTHLY TOTALS---

Oct 12: 100 / \$51,725.00
Sales Totals: 100 / \$51,725.00
Station Totals: 100 / \$51,725.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$132,798	CATV	0%	WOOD	38%	WOTV	1%	WWMT	36%	WXMI	7%
		WXSP	0%	WZPX	0%	WZZM	15%				

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() BUYING TIME	Rep Firm	
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